

The Application Research of Regional Culture in the Urban Visual Image Design: Centered as Wuhan, China

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ABSTRACT

In current times, many cities have ignored the construction of their own cultural characteristics in the pursuit of modernization. Therefore, the homogenization between cities intensifies, and the inheritance and development of regional culture gradually disappears. Taking the urban visual image design of Wuhan as an example, by the methods of literature research and others, this study elaborates the regional culture and urban visual image design's concepts, analyzes the relationship between them, and discusses their necessities of development. It also analyzes the current situation of Wuhan regional culture and urban visual image design, and summarizes the application of regional culture in Wuhan visual image design. The purpose of this study is to use the regional cultural characteristics to shape a distinctive and vibrant urban image design. Develop a visual image that reflects the cultural characteristics of Wuhan, enhance the city's image, promote Wuhan culture, and promote the development of the city.

1. Introduction

The 21st century is an era with rapid development of cities. The city visual image, covering many aspects such as city concept, city behavior, city visual, and so on, is the direct reflection of the city image, and the comprehensive embodiment of the inner cultural spirit and external features of the city. Regional culture, as the spiritual wealth deposited in the process of urban development, is unconsciously influenced on the local people, and the creative activities of the local people also affect the expression of regional culture. Regional culture is the soul of urban cultural development, and it is also the basis of the public's sense of identity to the city. In most cases, the visual image of a city is closely connected with its culture (Li, 2021).

In the era of balancing the urban development and construction and its environment, the distinguished

urban visual image design and clear city orientation play a key role in promoting the core competitiveness and economic development. This not only speeds up the city's space into an international metropolis, but also improves the cohesion, and helps the citizens better understand, love the city and feel proud about. In addition, the city development should always maintain green and innovative development and adapt to environmental changes.

Wuhan, with a history of 1000 years and a profound cultural heritage, is a highly inclusive city. However, it is an ancient city, its infrastructure system is difficult to adapt to the current speed of economic development. In recent years, as the promotion of urban construction, the original city culture is gradually dying out, which is worrisome. In order to prevent that the culture in-rooted city becomes a mere shell, the cultural connotation shall be considered in the urban construction.

It is the imitation of other cities 'construction without considering its own characteristic that cause this situation. Many cities actively learn from the construction patterns and details of domestic and overseas advanced cities, looking for "shortcuts", especially in the urban visual image design. Because of lacking of independence, it is often unable to effectively show the unique cultural and natural landscape of the city through following the trend, blind imitation and mechanical reproduction. Currently, in the process of urban modernization construction, it is a challenge to endow the urban visual image design with unique cultural connotation, individual charm and city characters.

In order to solve this problem, the designer shall respect the regional culture, positively explore its inner value, and effectively combine the urban visual information, creating the visual image design reflecting a city's unique culture characters.

Centered as Wuhan Visual Image, this study focuses on how to make fully utilization of the city its own unique cultural charm in the urban visual image design. The main goal of this study is to develop the characteristic image reflecting Wuhan characters, to improve the city image, and to explore ways to promote the development of Wuhan.

2. Research Method

2.1 Literature review

We focused on the comprehensive and systematic information collection in the early stage's preparations of the whole thesis. By searching for documents related to regional culture and urban visual image design, such as the academic papers, books and research reports, and so on, in consideration of deep analysis, we classified those collected literatures based on different themes (for example, concepts of regional culture, theoretical concepts of urban visual image design, relative researches based on the combination of both concepts.). On that basis, this thesis makes analysis on summary on existing theories, explores how the regional culture has influences on the urban visual image design, and summarizes the relationship between the two and the necessity of their combination. This research lays a solid theoretical foundation for the further systematic research, and indicates the research direction and key points.

2.2 Investigation research

Wuhan is the first author's hometown, in order to help understand its unique regional culture, we collect information about its geographical environment, architectural and cultural landscape, and so on. Based on review of historical archives, cultural literature, we make an understanding of Wuhan's historical background, cultural traditions and development context. By investigating Wuhan's urban planning documents and make an understanding of its city structure, functional zoning and development goals, we make a comprehensive investigation on Wuhan's current urban visual image design, and analyze the existing problems in its current design.

2.3 Case research and inductive analysis method

On the basis of comprehensive collection and deep analysis of the early-stage information, based on relative theoretical research and detail analysis of practical cases, this thesis summarizes and analyzes the specific methods of applying regional culture into visual image design in Wuhan. These methods not only effectively combine the existing theoretical research results, but also fully draw lessons from successful design cases in practice, forming a practical guiding framework. On the basis of this systematic research process, this paper not only enriches its theoretical research content, but also provides feasible application methods and innovative ideas for Wuhan's urban visual image design. These application methods gained from inductive analysis are not only have theoretical implications, but also provide essential reference and practical guidance for future design and practice, helping Wuhan to demonstrate its unique city charm in the globalization environment.

3. Theoretical Investigation

In this part, firstly, we explore the essential concepts of "regional culture" and "urban visual image design". Secondly, we further analyze how the regional culture expresses the city's uniqueness through visual design. On that basis, this part of research lays a solid theoretical foundation for further case analysis of Wuhan city, which aims to establish the inner connection between those two concepts.

3.1 The concept of regional culture

The regional culture is the important component to compose the diversity of human civilization. Every regional culture has its own unique character and values (Zhang, 2023). In common speaking, the regional culture means one kind of cultural characters gradually formed by its physical geographic environment and humanistic society factors through long term historical development and their interaction. It is a system of life derived from long term life under certain natural environment and a certain material basis (Mou Xia, 2018).

Regionality refers to the nature or characteristics associated with or related to a region, or the integrated characteristics of landscape and historical context, including its climate conditions, topography, hydrogeology, animal resources, historical and cultural resources, and various activities and behavior patterns of people (Fan et al., 2012).

The Culture is the meaningful and wonderful results of human life. It is the environment of life of people, affecting various fields of life, and changes as its own changes (Yeom, 2023).

Regional culture is not static. With the time going and the evolution of history, the regional culture develops and improves. In a manner of speaking, it is a process of survival of the fittest. In the precipitation of history, the regional culture gradually removes the culture hindering its own development and growth, assimilates the suitable part of external culture, and discards the dross and selects the essential. A relatively stable environment is the necessary prerequisite for the formation of regional culture. At the same time, its long forming process helps the regional culture form the characteristics of shape stability, historical inheritance and cultural uniqueness in its development (Zhang, 2017).

The research of regional culture should study its historical, regional and cultural background and characteristics, analyze its cultural universality, uniqueness, influence, difference, permeability and inheritance through regional culture and characteristics, explore the common and individual characteristics in the process of historical development and change, and accurately grasp the historical background and characteristics of regional culture. It provides a basis for carrying out regional culture research and refining cultural elements in innovative design (Shin, 2023).

The universality, uniqueness, influence, difference, permeability and inheritance of regional culture determine the unique value of regional culture. Regional culture is the soul of a region, a country and a nation, and it is the fundamental element determining the development of the region and even the nation. Regional culture plays an essential role in promoting the development of the region. The development space can be expanded by the transmission and promotion on regional culture.

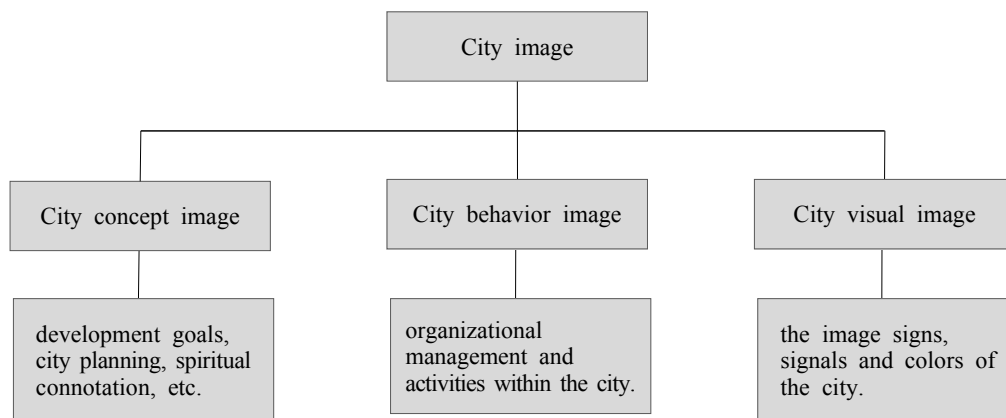
Providing the unique identification factors for the region, the regional culture not only make the residents have a sense of belonging and identity to their own region and city, but also enable the outlanders to quickly know this region and city. This is of great significance to the construction of a city with distinctive characteristics, and lays the foundation for shaping and positioning its city image.

3.2 The concept of urban visual image design

As defined by a famous French urban geography Chamel, “the city is a sight, an economic space, a kind of population density, a center of life and labor as well. And to be more detailed, it may be a kind of atmosphere, a kind of characteristics or a soul (Jin, 2013). The city image is composed by three basic factors, namely the city concept image, the city behavior image and the city visual image (Song, 2011) (Figure 1). The urban concept image systematically includes the city’s development goal, city planning, spiritual connotation, etc. The urban behavior image systematically represents the city’s “activities”, which is mainly manifested as the organizational management and activities within the city. And the urban visual image is the external performance

of the city, including the image signs, signals and colors of the city. This is the most intuitive artistic city image, the “shape, face and temperament” of the city.

Urban visual identification system is a static identification symbol, the external hardware part, and also the most exposed and intuitive performance of the urban image design. It comes from the city and acts on the city. By studying on the city visual image, it can highlight the unique social and cultural environment of the city, improve visibility, and further provide a good external environment for economic development. In other words, the fully improvement of city image will create a development advantage of the city, and will be beneficial to the process of city modernization and internationalization. In conclusion, the city visual image is a kind of powder. The improvement of this power and implication is not only the inevitable product of the development of regional competition to a certain stage, but also the requirements of time to create a harmonious society. Therefore, we must grasp the historical opportunity in the critical period of urban construction, definite the concept of urban construction, highlight the characteristics of the city, enrich the cultural connotation of the city, and enhance the competitiveness of the city.



(Source: Created by the author)

Fig. 1. The Three Basic Elements of City Image

3.3 Analysis of the relationship between the regional culture and urban visual image design.

The American scholars Alicia Perry and David Wisnom pointed out in *The First Book of Brand Creation* that “the inspiration of brand comes from culture”(Alicia et al., 2005), believing that the design must be integrated with their own ethnicity and region, so as to be able to take root and blossom splendidly. The regional culture and city image shaping has an inseparable relationship. Because the main purpose of city image shaping is to make the difference with other cities, reflecting the uniqueness and personality of the city, therefore, the characteristic regional culture is inevitably an indispensable part of the city image shaping.

City image serves as a carrier to inherit regional culture and promote regional culture development.

Regional culture is the growth gene of city vitality. Regional culture, the essence of urban visual image design in modern design context, empowers city image and gathers cultural phenomena in the construction path of urban visual image (Zhang, 2020). These abstract cultural connotations are transformed into visual symbols to shape a visual image with urban characteristics and regional features, which is then transmitted through appropriate carriers, thus achieving the purpose of inheriting regional culture.

Regional culture provides inspirational material for attaching cultural value to city image. As the competition between cities becomes more and more intense, the more urbanization develops, the more significant the synchronization phenomenon between cities becomes. In order to have a place in the trend of urbanization, it is a shortcut to shape into the visual image design of the city with deep cultural heritage. Urban visual image design is condensing the regional cultural characteristics into a visual image symbol, and then with the help of artistic expression, to show the characteristics and essence of the city's regional culture, so that more people through the visual way to recognize and understand the history of the city, truly integrating the city's regional culture into the life of the people, to be accepted by the people. A city with characteristic city image has more advantages in the attraction of investment, the introduction of talents, and the development of tourism and so on.

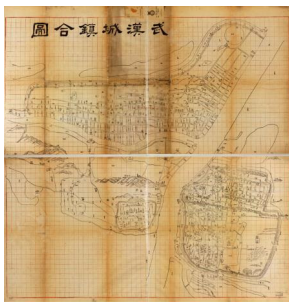
4. The Analysis on the Current Situation of Wuhan Regional Culture and Urban Visual Image Design

Firstly, we make a deep analysis on Wuhan's regional culture, and explore the uniqueness on its culture. Then we investigate the current status of Wuhan's urban visual image design. On this basis, this research explicates the shortcomings of Wuhan's urban image design.

4.1 The analysis on Wuhan regional culture

As a national historical and cultural city, Wuhan has a profound historical and cultural heritage, is one of the birthplaces of the Three Kingdoms Jing and Chu cultures, and is also one of the seven central cities in China. The Yangtze River, the third largest river in the world, and its longest tributary, the Han River, cross the city, dividing Wuhan into three parts and form a pattern of Wuchang, Hankou, and Hanyang towns across the river (Figure 2 Wuhan towns and cities). The poet Li Bai of the Tang Dynasty wrote the poem "Blowing the flute in the Yellow Crane Tower, the plum blossoms fall in the river city in May" at the Huanghe Tower (Figure 3 Yellow Crane Tower), adding the charm to the history of Wuhan. The Yellow Crane Tower, together with the Qingchuan Pavilion and the Lute Platform, are representatives of the elegant culture of Wuhan's scenic spots. As a "thoroughfare of nine provinces" and "the world's four gatherings" (Figure 4: Geographic location of Wuhan in China), Wuhan is also known as a "river city", with many lakes, bridges and piers in its territory, forming a famous water culture and pier culture. Wuhan, one of the important science and education culture bases in China, has a large number of colleges

and universities, forming the science and education culture represented by Wuhan University and Guanggu Science and Technology, etc. In addition to this, Wuhan has the Shouyi Culture Zone, Hankou Concession Zone, Hanyang Arsenal Heritage Zone, intangible cultural heritages such as Chu Opera, Han Opera, Hubei Commentary, Han Embroidery, Mulan Martial Art, and Making skills of CaiLinji Hot and Dry Noodle, scenic spots such as Huangpi Mulan Eight Scenic Spots, East Lake Scenic Spot and Wuhan Botanical Gardens, historical architectural and cultural landscapes such as Pang-long-cheng Ruins, Tomb of the King of Chu, and Bao-tongZen Temple, historical monuments such as 1911 Revolution Memorial Museum and Monument to Sun Yat-sen, and so on, and characteristic old neighborhoods such as Hubu Alley and Tanhualin, etc. In conclusion, the city of Wuhan contains the Pan-long culture, Jing-chu culture, Yellow Crane culture, Zhiyin culture, science and education culture, landscape culture, Taoist culture, Buddhist culture, tenant culture, dock culture, revolutionary culture, etc, laying the foundation of Wuhan's rich and profound regional culture of the Han School.



(Source: https://commons.wikimedia.org/wiki/File:Wuhan_1864.jpg#/media/File:Wuhan_1864.jpg)

Fig. 2. Wuhan Towns and Cities



(Source: <https://images.app.goo.gl/MAgE7RJyRAsmw1oL9>)

Fig. 3. Yellow Crane Tower



(Source: [https://commons.wikimedia.org/wiki/File:Location_of_Wuhan_Prefecture_within_Hubei_\(China\).png#/media/File:Location_of_Wuhan_Prefecture_within_Hubei_\(China\).png](https://commons.wikimedia.org/wiki/File:Location_of_Wuhan_Prefecture_within_Hubei_(China).png#/media/File:Location_of_Wuhan_Prefecture_within_Hubei_(China).png))

Fig. 4. Geographic location of Wuhan in China

4.2 The analysis on the current situation of Wuhan visual image design

In the information age of economic globalization, the commonality in the modernization development and construction has resulted in homogenization of city images and a lack of innovation in cultural characteristics. Therefore, on April 29, 2021, the Development and Reform Commission of Wuhan Municipality issued the Outline of the Fourteenth Five-Year Plan for the National Economic and Social Development of Wuhan Municipality and the Visionary Targets for 2035, which points out Wuhan's overall positioning as "a national cultural city, the core city of the Yangtze River Economic Belt, and an internationalized metropolis", and accelerates the development of five centers, namely "the national economic center, national innovation center, national cultural center, international communication center and regional center". On July 12, 2021, The Wuhan Municipal Natural

Resources and Planning Bureau has announced the Wuhan Territorial Spatial Master Plan (2021-2035), saying that Wuhan should be built into a “a global city led by innovation, and a beautiful Wuhan with river wind and lake charm” from the perspective of “hard power” of urban development and “soft power” of culture. This city vision has been refined into four urban development goals, which are to make Wuhan an innovative city, a world cultural city, a safe city and a healthy and livable city.

Therefore, the positioning of Wuhan’s city image should also follow the city planning policy and strategic layout of Wuhan. The updating and development of the city visual image shall maintain the continuity of the city’s cultural lineage. At the same time, it shall be organically combined with the modern regional culture in order to create a new image to promote the development of the city. The current city image of Wuhan fails to make a clear city slogan based on the city positioning of the planning strategy, such as Chengdu, the city of leisure, Hangzhou, the city of quality of life. In the level of city positioning, Wuhan has a significant gap among those cities. Therefore, it is necessary to extract and use symbols from Wuhan’s existing regional cultural resources, so as to present a diversified and innovative city visual image, forming a recognizable and challenging urban positioning, further to promote Wuhan’s development.

Through the investigation and sorting publicly released urban visual signs of Wuhan (Figure 5), it can be seen that no matter the image signs and symbols, or the standard color selection, they all present a wide variety of messy visual experience, making it difficult for the public to have unified image recognition of Wuhan. This requires a systematic design of Wuhan’s city visual image, forming an overall, unified visual identity through the association of visual forms or color symbols, and more importantly, the selection and application of regional culture. It is the lack of design and application of Wuhan’s city visual image that leaves Wuhan’s city visual image in the media environment and public perception to be enriched in design and expanded in application.



(Sources: <https://image.baidu.com/>)

Fig. 5. The urban visual signs of Wuhan

5. Analysis of the Application Methods of Regional Culture in the Wuhan Visual Image Design

By case analysis, this research focus on how to effectively integrate Wuhan's regional culture into its urban visual image design. Based on inductive analysis on six design methods, it is found that these methods have their own emphasis. Whereas they can enhance the regional characteristics of the design, providing a practical reference for the actual design application.

5.1 Methods of induction and extraction

Induction and extraction is the method of summarizing the elements of regional culture and visually extracting the elements. It is a method focusing on the designer's in-depth understanding and cognition of the regional culture of the city, as well as visualizing the primary and secondary relationships in the regional culture and expressing them in the form of graphic summarization. Induction, also known as sorting and classification can be roughly divided into the following three categories for urban regional culture: figurative elements, abstract elements and color elements. The figurative elements in the regional culture are mostly visual elements related to the region, such as the ecological environment, landscape, architecture, etc. The abstract elements in the regional culture are mostly visual elements related to culture, such as the spiritual connotation of the city, culture, religious beliefs, etc. While the color elements have two categories, the direct color and the indirect color. The direct color refers to the analysis and extracted of the color of the figurative elements. And the indirect color is the representative color obtained through the visual analysis of the abstract elements of the city. Extracting from inductive and sorted content, by using the visual application method, is to make visual design extraction figurative elements and abstract elements, paving the way for the later design application.

The induction and extraction method, in the range of summary method, a powerful tool for auxiliary image design, is often applied in the early stage of urban visual image design. As shown on Fi 6, It is the method of induction and extraction in the application of Hong Kong visual image design. Based on the summarization and abstraction of Hong Kong's regional culture, a total of ten sub-categories of the corresponding elements are visually abstracted, which is beneficial for later application of design practice and has the role of enriching the city's visual image.



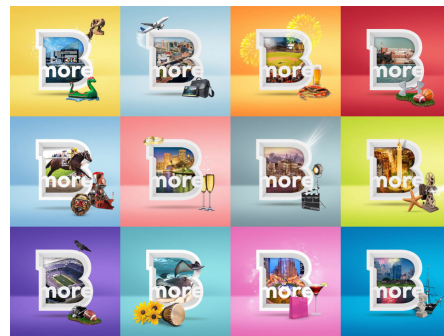
(Sources: <https://www.brandhk.gov.hk/>)

Fig. 6. The fundamental systematic part of Hongkong visual image design: auxiliary image design

5.2 Image representation method

The image, the most real and efficient way of showing and transmitting information, is a method of showing the city's visually regional culture features in a more intuitional way. The image representation method can show the city's visually regional culture features in a more intuitional way, such as the natural environment, architecture and living status. Different with graphic design, the image representation method is a method applied for urban visual image promotion in the way of using true image or processed image. The image representation method is the most direct and efficient application method in urban visual image design. Same with the words, the image has a high recognizability, and is more easily understood than abstract words in terms of cognition.

In the aspect of visually regional culture reflecting the city's architectural features, the natural environment and others, it is the best way to apply for the image representation method to show the true urban landscape. Definitely, the image representation method is not merely shown in the way of images, it can also use computer software for post-processing and beautification, increasing the diversity of images based on basic image by color addition and other different forms of visual design. For example, in the application part of the Baltimore city of United States (Figure 7), taking the logo framework as a carrier, it shows the city features by the image representation method, making the audience understand the real features of the city in a better and intuitional way. In the process of urban visual image design, the image representation method is generally used in the application system part of urban visual image design.



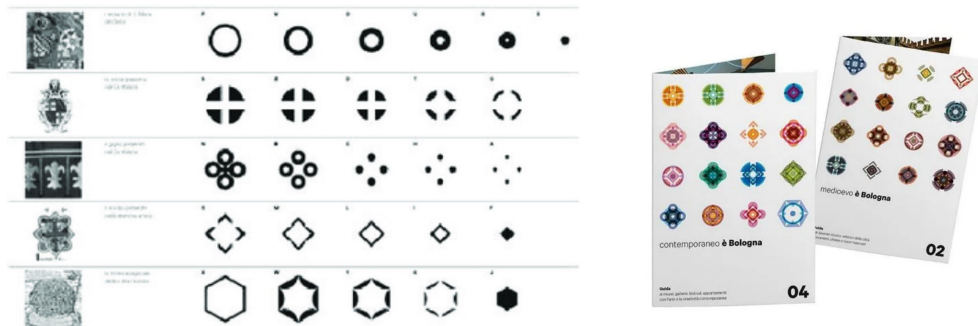
(Sources: https://www.gtn9.com/work_show.aspx?id=21DC2B815E63CD9B)

Fig. 7. The application of image representation method in the Baltimore city of United States

5.3 Element reorganization method

Element reorganization method refers to scattering and splitting the combined images or single images and colors, etc, and then reorganizing the images, colors and other elements according to the design intention, so as to finally construct a brand-new visual symbol with special meaning. In the process of urban visual image design, element reorganization method is the main method applied for the application system, aiming at converting form and meaning.

The “shape” and “color” of the unit shape are recombined to construct a new visual symbol, which brings strong visual expression to the audience and stimulates their imagery association. As shown on Figure 8, it shows the application of element reorganization method in the visual image design of the city of Bologna, Italy, in which the geometric shapes summarized in the left figure are reorganized into new visual symbols in the right figure. The designer uses the geometric pattern of 26 English letters and their distribution to symbolize the geographical location and architectural features of Bologna, thus establishing a new expression language system. The combination of a word group results in an identification symbol superimposed on an abstract pattern, and these visual symbols subtly describe the history and culture of Bologna. Elemental reorganization method, an application method that enriches the application system part of urban visual image design, is a powerful way to enhance the visual expression of urban visual image design.



(Sources: <https://brandemia.org/bologna>)

Fig. 8. The application of element reorganization method in the visual image design of the city of Bologna, Italy

5.4 Element superposition method

Element superposition method is to combine two matters purposely, different with element reorganization method, is a kind of application technique taking one element as the single shape and one or more elements as compound shapes to be super-positioned on the shape of another element, and usually to be used in the extension image of the logo design in urban visual image design. For example, the Figure 9, it is the extension design of the logo in the visual image design of the city of Melbourne, Australia, which is based on the logo “M”. Super-positioned with different images, the logo “M” reflects the diverse cultural characteristics of the city of Melbourne. Element superposition method, the main application method in the application system part of urban visual image design, has the function of enriching urban visual image design.



(Source: <https://www.behance.net/gallery/276451/City-of-Melbourne>)

Fig. 9. The application of element superposition method in the urban visual image design of Melbourne, Australia

5.5 Combination of image and words method

Regional culture has both figurative and abstract forms. In general, the figurative form is one kind of visual elements that can be summarized or directly extracted. The abstract form can be described and illustrated through words. The form of mere words is easy to cause visual fatigue in reading. And purely figurative visual elements will produce bias in aspects of recognition and cognition. The combination of image and words method is a visual design method that combines images and words. It aims that the audience could have better visual identification and recognition on the connotation, effectively integrating the respective advantages of images and words.

In urban visual image design, the combination of image and words method is mainly applied for logo design. As the Figure 10, it is logo designed for Hangzhou visual image design. Evolved from the seal character of the Chinese character “杭”, this design takes the regional cultural characteristics of the Jiangnan architecture, the iconic warped roof corners and round arches as the pattern of manifestation. The design of pavilions in the word highlights the characteristics of Hangzhou, which is characterized by a lot of water in the south of the Yangtze River. The combination of images and words enables the people to understand Hangzhou through the expression form of “text and pictures”. For the Figure 11, it is the logo design of Sichuan tourism visual image. It combines the words elements “SICHUAN” with Sichuan regional cultural characteristics “panda” to form the tourism image logo with Sichuan characteristics. This kind or active application of word pattern and color is with the characteristics of Sichuan.

Based on conceptual elaboration and case analysis, we can summarize that: the combination of image and words method is mostly applied to the design of city logos and urban standard characters in Chinese and English, as well as the visual design expression of abstract culture. The combination of readable words and visual elements with regional cultural characteristics, complementing each other’s strengths, can produce visual symbols that are easier for the people to remember and recognize.



(Source: <https://image.baidu.com/>)

Fig. 10. The Hangzhou Logo design of urban visual image design



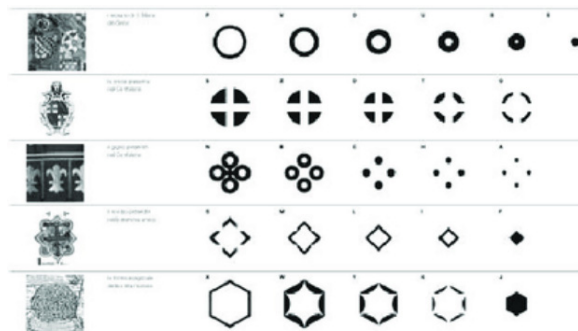
(Source: www.sc.gov.cn)

Fig. 11. The Logo design of Sichuan tourism visual image

5.6 Generalization and abstraction method

The generalization and abstraction method, based on the connection between things, is to convert refers to the expression and application method of converting figurative objects or abstract concepts, ideas, emotions, etc. into figurative symbols by means of images, words, colors, and so on. Its effect of expression depends on the peoples' ability of understanding and association. This method is also applied for urban visual image design (Figure 12). In most situations, the generalization and abstraction method is mostly used in the design of mascots and cartoon images (Figure 13).

As shown in Figure 12, it shows the analysis process of visual elements in the visual image design of the city of Bologna, Italy. The left side of the picture is the city image with regional cultural characteristics, which is abstracted and generalized by the designer, generating abstract geometric figures as shown on the right side of the picture, and each geometric figure represents a capital letter, which is reorganized by the name of the city to obtain according logo.

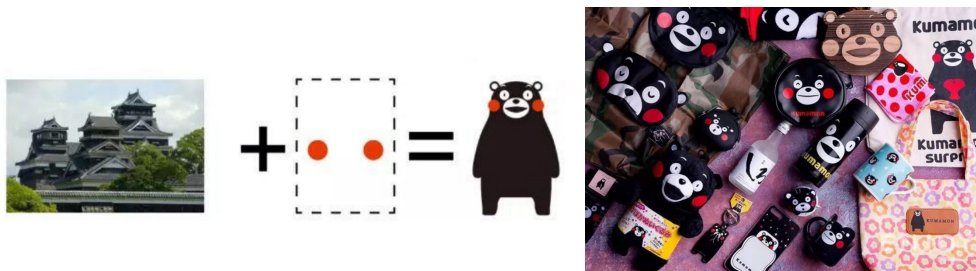


(Source: <https://brandemia.org/bologna>)

Fig. 12. The application of generalization and abstraction method in the urban visual image design in the city of Bologna, Italy

In general, the generalization and abstraction method is mostly used in the design activities of mascots and cartoon images. As shown in Figure 13, it is the design of Kumamoto bear, the city

mascot of Kumamoto Prefecture in Japan. In order to highlight the characteristics of Kumamoto Prefecture, the designer combines the black color of Kumamoto City's representative building with the blush color that is often used by cute characters, and the red color also implies the volcano geography and culture of Kumamoto Prefecture, as well as many tasty red foods. By the way of generalization, abstraction and personification of the bear, the designer has designed a cartoon bear image that is simple and honest and cute, leaving a deep impression on people.



(Sources: <https://kumamon-land.jp/>)

Fig. 13. The application of generalization and abstraction method in the design of Kumamoto bear, the city mascot of Kumamoto Prefecture in Japan

6. Conclusion

Although the globalization brings huge opportunities for social development of human being, at the same time, it brings challenges for regional culture and ethnic characteristics, resulting to the culture homogenization of the whole world. Especially in the field of urban visual image design, the importance of regional culture is more prominent. Under this background, taking Wuhan as the center, with Chinese historical and cultural background, a study on the application of regional culture in urban visual image design is conducted. This study elaborates the concepts of regional culture and urban visual image design from a theoretical point of view, and discussed the interactive function between them. Especially, it analyzes Wuhan present situation of both aspects. Based on theoretical exploration and case analysis, there are six main regional culture methods can be used in Wuhan regional culture and urban visual image design, namely the induction and extraction method, combination of image and words method, element reorganization method, element superposition method, abstraction and generalization method, and image representation method. The city of Wuhan hopes to take advantage of those methods to show its unique regional culture, found the city visual image with cultural connotation, so as to realize better development.

The urban visual image design shall take the regional culture as the foundation, and realize that the regional culture is the essential connotation. The regional culture should become the creative source of highlighting the city's personalities and characteristics, promoting the development of city industry and economic effectiveness.

Conflicts of Interest

No author has any other conflict of interest to declare.

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